CONTENT BANK FOR OBJECTS

ABSTRACT OF THE INVENTION

A content bank for objects hosts all information regarding an object and serves as a proxy for that object. The content bank comprises at least one instance of a digital identity corresponding the object. Object identity modules or services are available through the digital identity instance. Via the content bank system, the digital identity instance receives object-related information from a source and targeted to a specific service. Conversely, the digital identity instance also serves to determine when object-related information should be provided to a third party by a given service, or when object-related information needs to be manipulated by one or more services. A multi-mode interface is available for third parties to communicate with the digital identity instance. In this manner, third parties are not only able to access data regarding an object, but are actually able to communicate with an object via the digital identity instance.